information, which is obtained before. As aforementioned, the contents of the contextual information can differ significantly such that provisions may have been taken to enable the analyzing operation.

[0131] Referring back, the dedicated information comprising one or more instructions for referencing predefined operations is analyzed to result in a decoding of the one or more instructions comprised. The location information, location-related information and location-based information are analyzed to result in an association information, by the means of which operations are identifiable. The identification of the corresponding operations may be obtained by comparing the association information with a data item comprised in the operations in question or may be obtained by comparing the association information with a corresponding supplementary association information assigned to the operations in question.

[0132] On the basis of the analysis results, one or more operations are to be selected from a plurality of predefined operations maintained by the portable CE device. A selection means **620** is adapted to select one or more operations from the plurality of predefined operations stored by the portable CE device.

[0133] According to an embodiment of the invention, contextual information input from various acquisition means such as the aforementioned low power radio frequency (LPRF) interface **602**, cellular interface **180**, global positioning system (GPS) module **601** RFID transponder/reader **603** etc, which is received by a dedicated software or a dedicated logic comprising the analysis means **610** and the selection means **620** coupled to e.g. an association database **621** and a operation storage **622**. The association database **621** includes associations of various contextual information inputs with operation indications or references. That means that the indication and references constitute an association between current contextual information supplied and one of the predefined operations stored. The constitution of the association is obtained by employing an adequate association algorithm. After making the association, the dedicated software or logic retrieves the selected operations associated with current contextual information for being performed.

[0134] The analysis means **620** and the selection means **630** may represent program code sections, each including program codes, which, when carried out by a corresponding processing means such as a processor, controller and the like, perform the corresponding operations. Moreover, the aforementioned means comprising the analysis means **620** and the selection means **630** may represent one or more logic circuits, which are adapted to perform the corresponding operations.

[0135] Use Case

[0136] Finally, a complex use case shall further enlighten both described operational sequences according to embodiments of the present invention.

[0137] It should be assumed a use case relating to the purchase and utilization of a movie ticket. The user has a portable CE device in the form of a cellular terminal equipped with a RFID module as embodied above. Firstly, the user contacts a web site dedicated for selling electronic movie tickets, purchases an electronic ticket and a dedicated service application in the cellular terminal configures the memory of the RFID module. The ticket might have been purchased e.g. over the cellular network interface implemented in the cellular terminal. In response to the purchase of the electronic movie ticket the RFID module might include various contents, such as for example:

[0138] Terminal identification information, which is set as "always on" meaning, i.e. default setting, that the RFID transponder/module provides e.g. a an address identifier or an alias address relating to a low power radio frequency (LPRF) interface comprised by the cellular terminal if no other instructions are set;

[0139] 30-days bus ticket, which is set as "hidden" until detecting suitable environment/context (e.g. a bus-stop or entering into a bus); and

[0140] this newly acquired electronic movie ticket.

[0141] It is getting late and the user decides to take a bus to ensure that he will get to the movie theater in time. He walks to nearby bus-stop and scans with the RFID module of the cellular terminal a RFID transponder provided at the bus-stop, which automatically provides a connection to bus-timetable service. Timetable service is downloaded and a suitable bus is just coming. Simultaneous to the operation of scanning the RFID transponder at the bus-stop, the context of the cellular terminal is changed to "bus-stop"; i.e. the information acquired in conjunction with the RFID transponder at the bus-stop serves as contextual information. When the suitable bus arrives, the user just holds the cellular terminal with RFID module close to ticket redemption machine, and the machine reads the bus-ticket information from the cellular terminal. (This operation might include first reading a RFID transponder from the ticket redemption machine to ensure that the current context is "bus", and only thereafter the bus-ticket information is available at the RFID module.)

[0142] The detection logic detects the RFID reading operation and decision is made that bus-ticket information is currently activate, so the cellular terminal instructs the RFID module to remove the bus-ticket information from the RFID module. Afterwards, the terminal sets back to the aforementioned default setting to be readable, i.e. the address identifier or alias addresses information. This operation is preferably performed in accordance with the embodiment described with respect to FIG. **3***a*.

[0143] In the bus, the user speaks with another user sitting on close seat and they decide to play a multiplayer tennis game. The bus is crowded, so the easiest way to establish a short-range connection for playing the game is to get the devices into close approximation and the other user reads-out the address identifier (or alias address information) from the RFID module by a corresponding RFID module implemented in a cellular terminal of the other user.

[0144] The detection logic detects the RFID reading operation and a decision is made that address identifier (or alias address information) is currently activate, so the cellular terminal instructs the low power radio frequency (LPRF) module (e.g. Bluetooth/WLAN interface) of the cellular terminal to enter into page scanning mode, and the cellular terminals initiate rapidly a low power radio frequency (LPRF) connection. This operation is preferably performed in accordance with the embodiment described with respect to FIG. **3***b*.

[0145] After leaving the bus, the user enters the movie theater, and a local service providing low power radio frequency (LPRF) access point (e.g. a Bluetooth/WLAN access point) contacts the cellular terminal of the user and the cellular terminal uses that information as contextual information to set the current context to "movie theater",